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## Chile

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### Chilean Tea and Herbal Tea Market Has Grown 48 Percent

**Report Categories:**

Agriculture in the News

**Approved By:**

Rachel Bickford, Agricultural Attaché

**Prepared By:**

María José Herrera M., Marketing Specialist

**Report Highlights:**

Chilean Tea and Herbal Teas Market Has Grown 48 percent during the last five years.

In 2010, the per capita consumption was 600 grams per person annually. This rate surpasses tea consumption in China, United States and Argentina to name a few.

**Executive Summary:**

According to Euromonitor data, Chile is one of the top tea and herbal tea consumers world-wide. With a consumption per capita of 600 grams in 2010, which is equivalent to US\$12.00 per person, a 40% raise since 2005 and compared with US\$9.70 per person spent last year on coffee.

As it is to be expected, the consumption of tea and herbal teas in Japan surpasses the Chilean consumption, with 800 grams per person in 2010. But it calls the attention that in China the consumption only reached 300 grams per capita in equal period. Meanwhile, in Argentina and the United States the consumption of tea and herbal teas was lower, with between 200 and 100 grams respectively

Unilever Group, dominates the market with its a 46% of market share, through its brands “Te Club” and “Lipton”. In second place, with a 38% market share is the Cambiaso Brothers Co., whose line of tea is integrated by the brands “Te Supremo”, “Superior”, “Samba” and “Aroma”, among others. Only with 1.1% Herbalife is located thirdly, indicates Euromonitor.

In the last five years the local market has experienced a growth near 48% in the income, surpassing US\$140 million in 2005 to US\$207 million in 2010. Of these, 13.5% correspond to herbal tea sales. To put these figures in perspective, China increased its sales of tea and herbal teas to almost five times between the 2005 and the 2006, and Argentina duplicated them in similar period. In Japan the income of the market grew a 38% and in United States 19%.

According to the Brand Manager of Beverages Unilever Chile, the tea is the most consumed hot drink in Chile, with an insertion of the product of 99.4% (Kantar World Panel, 2010), that is to say, is present in all the homes of the country.

Although the market is mature, nowadays people are discovering the benefits of the tea for health, which has prompted a greater interest to consume it. Also a huge variety and flavors is added to the supply of teas, such as black, green, red, white teas and fruit flavors.

It is estimated that the market is going to maintain its upward growth trend.